

■ APPLICATION ■

Mail to :

AUTOMATION TRAINING CENTER
Box 3085, Papago Station
Scottsdale, Arizona 85257
Phone 602/945-4171

or:

BRANDON APPLIED SYSTEMS, Inc.
30 East 42nd Street
New York, New York 10017
Phone 212/YUkon 6-1518

☐ Enclosed please find check ☐ Bill me
in the amount of \$_____ to cover _____
enrollments for course "Top Management Control of EDP."

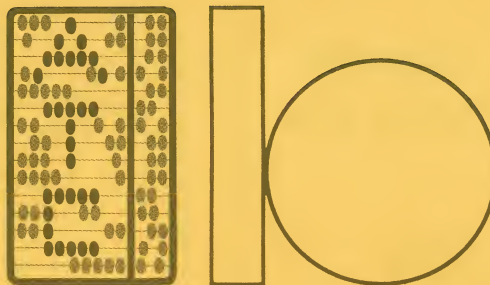
Session _____
Reg. Name _____
Company _____
Co. Address _____
City _____
State _____ Zip Code _____
Position _____ Phone _____
Hotel Requirement _____

■ APPLICATION ■ (for 2nd registrant)

Session _____
Reg. Name _____
Company _____
Co. Address _____
City _____
State _____ Zip Code _____
Position _____ Phone _____
Hotel Requirement _____

■ APPLICATION ■ (for 3rd registrant)

Session _____
Reg. Name _____
Company _____
Co. Address _____
City _____
State _____ Zip Code _____
Position _____ Phone _____
Hotel Requirement _____



chief executives... executive VP's... financial executives

Are you assuming proper responsibility for the control of your automated systems? ■ Have you organized to manage data processing effectively? ■ Are management deficiencies building problems into your computer systems work? ■ Is your organization adequately protected against the **real risks** encountered with the advanced mechanization of information systems or are you needlessly living on "faith"? ■ Do you really need another computer? ■ How do you know whether your computer people are providing the optimum service? ■ Are you wasting a lot of money in your data processing operation?

These and other provocative and complex subjects are covered by Automation Training Center and Brandon Applied Systems, Inc. in the unique course "Top Management Control of EDP." It is intended for **upper echelon executives** concerned about the efficiency and supervision of the information systems function. This intensive **practical** seminar is conducted by people with considerable breadth of experience in data processing applications—as computer users, as consultants to management and as responsible for the customer support function of a major computer manufacturer. Attendance by several executives from an organization is suggested as providing the greatest potential benefit from this training.

ROUTING SLIP ■ Please route to other individuals who may be interested in this seminar.

To _____
To _____
To _____
To _____

☐ Last named: Please return to _____

top management control of

edp

■ *intensive 2-day courses
for upper echelon executives
by experts in the field.*

PHOENIX, ARIZONA
DEL WEBB'S TOWNEHOUSE
March 31 — April 1, 1966

NEW YORK CITY
AMERICANA HOTEL
April 21 - 22, 1966

Sponsored by:

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AUTOMATION TRAINING CENTER BRANDON APPLIED SYSTEMS, Inc.

Course Outline

top management control of EDP



1. Increased importance of good management of the data processing function.
 - A. Increased reliance on management information from the computer center to control the organization.
 - B. The competitive advantage from a good management information system.
 - C. The growing investment in data processing and potential waste of these resources.
 - D. Vulnerability of the organization to disaster from poor data processing practices.
 - E. Problems/failures/successes.
2. Responsibility for control of automated systems.
 - A. The control chain.
 - B. Top management.
 - C. Operating level management — data suppliers.
 - D. Systems development.
 - E. Computer operations.
 - F. Data users.
 - G. Controllers
 - H. Auditors
 - I. Special interest groups.
3. Organizing to manage data processing effectively.
 - A. Establishing a climate for effective data processing.
 - B. Relationship to the organization's long-range planning.
 - C. To whom should data processing report?
 - D. Centralized vs. decentralized systems and computer approaches.
 - E. Organization and staffing of the data processing function.
4. Computer systems work and the impact of management deficiencies.
 - A. System study and design.
 - B. Programming.
 - C. Debugging.
 - D. Conversion.
 - E. Documentation.
 - F. Program maintenance.

COURSE ARRANGEMENTS:

Sessions start at 9:00 A.M. and finish at 5:00 P.M. The seminar sponsors reserve a block of rooms at each seminar hotel for the convenience of out-of-town registrants. Please indicate your room requirement when you register for the course. Hotel information and reservation forms will then be sent to you.

5. Management's role in standardization.
 - A. The importance of data processing standards to management control.
 - B. The benefits of standardization.
 - C. How to establish standards.
6. Disaster protection.
 - A. Fraud.
 - B. Files and programs.
 - C. Equipment.
 - D. Personnel.
 - E. Data processing risk insurance.
7. Management control tools.
 - A. Programmed and procedural controls.
 - B. Operating controls and reports.
 - C. Financial and budgetary controls.
 - D. Role of the audit function in the control of EDP.
8. The special control problems of real-time systems.
 - A. Problems in system development.
 - B. Problems of system reliability and controls.
 - C. Legal and audit problems of real-time systems.
 - D. Disaster protection of real-time systems.
9. The control of equipment and system changes or additions.
 - A. The cost of changes and additions.
 - B. Responsibility for the control of data processing changes.
 - C. Determination of the true need for changes.
 - D. The mechanics of control.
10. Problems of registrants.

REGISTRATION:

The course fee of \$175 includes all materials, and luncheon on both days. To register, complete and return the application provided. Registrations should be made as early as possible to ensure advance confirmation. Late registrants may call 602/945-4171 or 212/YUkon 6-1518 to confirm whether openings are available.

ABOUT YOUR INSTRUCTORS:



HAROLD WEISS
CPA, M.E.E., CDP

Mr. Weiss has received the CPA certificate from New York State and is currently licensed in Arizona. He also has bachelor's and master's degrees in electrical engineering. Besides training and work experience in these fields, he has been a computer programmer and systems analyst. Until recently he was in charge of all customer support on General Electric computers.

Mr. Weiss is co-author of the book "Programming Business Computers" published by John Wiley & Sons. He is the author of numerous other technical papers and has been a professor in the College of Business Administration at Arizona State University. He holds the Data Processing Management Association's Certificate in Data Processing and is a member of their Certificate Testing Committee.

Mr. Weiss started in computer work in 1952. For several years he has specialized in the control, auditing and risk management of computer-based accounting systems. He is currently Director of Automation Training Center.



DICK H. BRANDON
B.S.I.E., M.S.I.E.

Mr. Brandon has two degrees from Columbia University, where his studies emphasized the effects of automation. His experience includes management of programming and operating personnel, development of unique standards and provision of training and seminars to management, supervisory and technical personnel.

Mr. Brandon is author of the only book on data processing standards, "Management Standards for Data Processing" published by D. Van Nostrand. He has contributed to numerous professional magazines and other publications and has taught at Columbia and New York Universities. He is President of the Metropolitan Computer Association.

Mr. Brandon has devoted many years to the development of data processing systems. He is head of Brandon Applied Systems, Inc., a consulting firm specializing in the application and installation of data processing systems.